

NC Farm to School



ncfarmtoschool.com

North Carolina Farm to School Program

Heather Barnes, Marketing Specialist

North Carolina Department of Agriculture and Consumer Services



Overview

Background

Successes

Future Goals

Barriers



NC Farm to School



ncfarmtoschool.com

What Does NC Farm to School do?

Supplies school cafeterias across our state with the freshest, locally grown produce from North Carolina farms



What is “local”?

Community

County

Region

State

NC Farm to School



ncfarmtoschool.com

Successes 2012-13

- Only state with this model
- 1,020,043 students served
- 92 of 115 districts purchased once
- 1,776 schools
- 1,755,110 pounds of produce
- \$1,393,171.60 of produce from NC farmers sold to NC schools
- 2nd longest running program in US



SCHOOL DISTRICTS PARTICIPATING IN NC FARM TO SCHOOL PROGRAM 2012-13

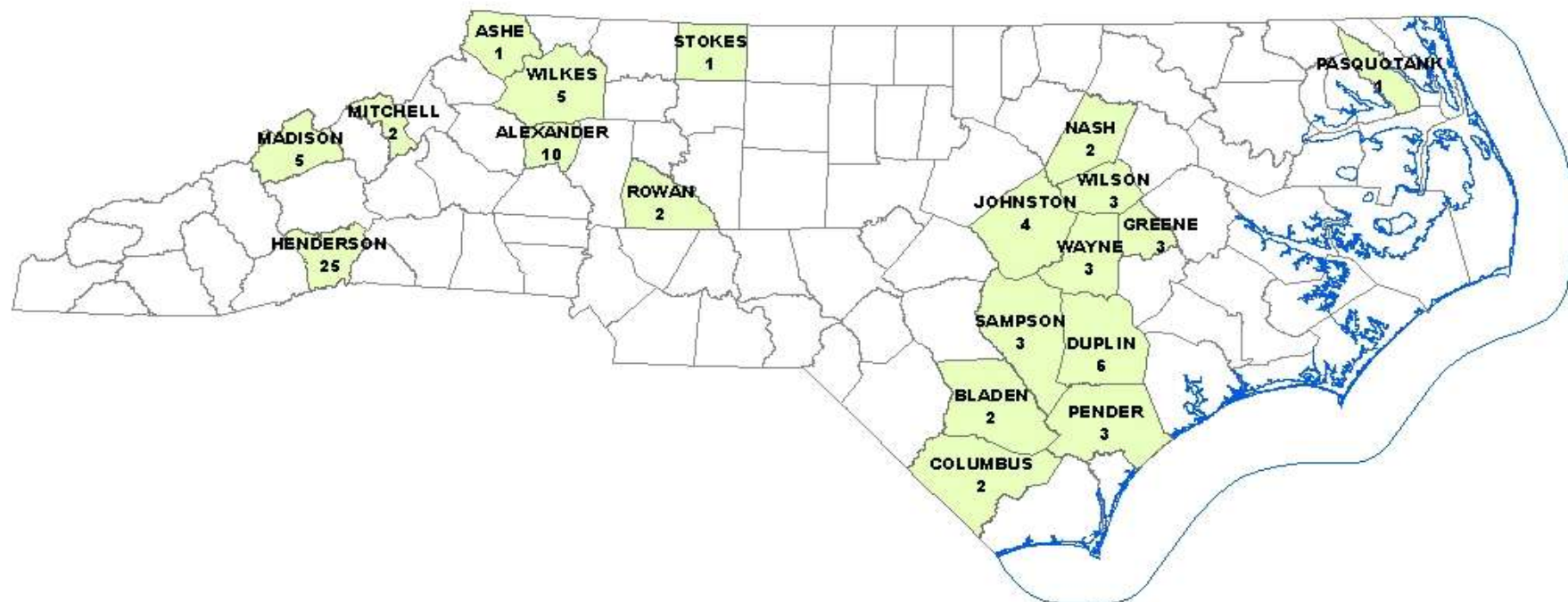


NC Farm to School



ncfarmtoschool.com

Number of Farms that Benefit from the NC Farm to School Program



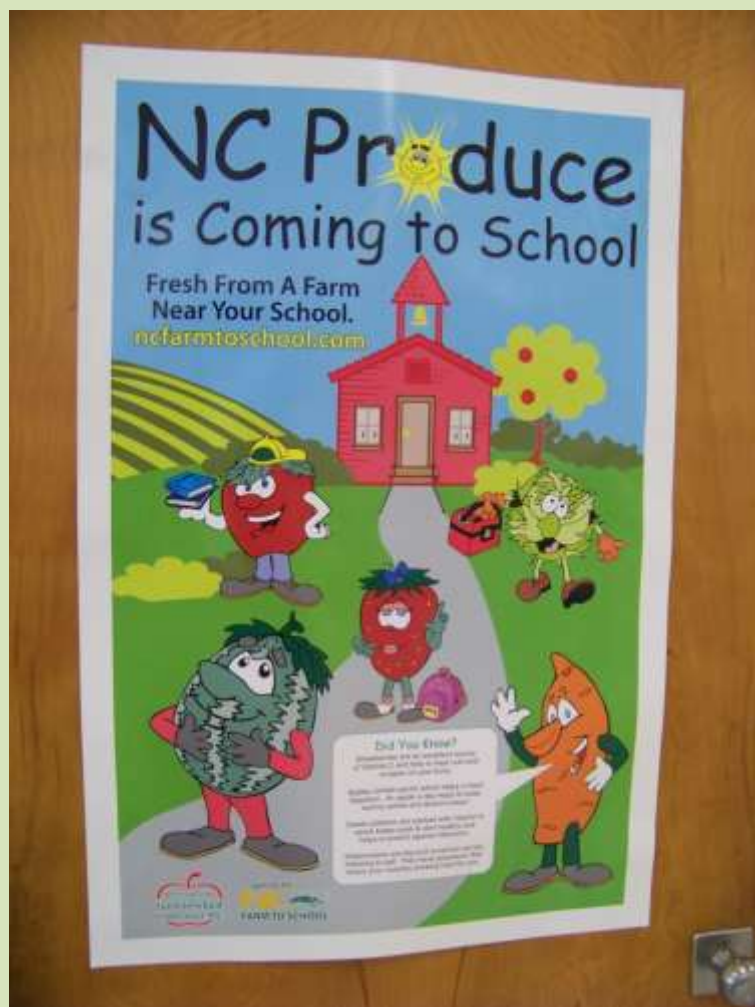
NC Farm to School Cooperative Members and Farms They Market for that Supply the NC Farm to School Program



NC Farm to School



ncfarmtoschool.com



NC Farm to School



February is Sweet Potato Month and now schools have a chance to show their love for sweet potatoes! In salute to this nutritious vegetable, the NC Sweet Potato Commission is sponsoring a promotion contest for NC schools.

LOVE NC Sweet Potatoes

Guidelines:

- Promote sweet potatoes in the cafeteria and/or classroom in February using the theme "Love NC Sweet Potatoes".
- Resources are available on the NC Sweet Potato website, www.ncsweetpotatoes.com. Lesson plans, posters and other educational materials are available by emailing communications@ncsweetpotatoes.com. A list of suggested activities is available at www.ncfarmtoschool.com.
- Put together a portfolio describing promotional and educational efforts (including pictures) about sweet potatoes that occurred in your school/cafeeteria in February. Include the registration form, available at www.ncfarmtoschool.com.
- Send items to Heather Barnes, NCDA&CS, 1020 Mail Service Center, Raleigh, NC 27699-1020 or heather.barnes@ncda.nc.gov. All items are due by 5:00 p.m. on Friday, March 14, 2014.

Prizes:

		
Winners will be recognized by the NC Sweet Potato Commission and NC Farm to School.		
1 st place \$250	2 nd place \$150	3 rd place \$100

For more information contact Heather Barnes at heather.barnes@ncda.nc.gov or 919-707-3127.

NC Farm to School



ncfarmtoschool.com

<https://www.facebook.com/NCFarmtoSchool>

NC Farm to School



What is NC Farm to School?



The NC Farm to School program has been supplying school cafeterias across the state with the freshest, locally grown produce from NC farms since 1997.

The program is run through the North Carolina Department of Agriculture and Consumer Services' (NCDACS) Food Distribution Division in cooperation with the Marketing Division.

In the Truck



Week of October 10 – Apples
Week of October 24 – Apples, Sweet Potatoes
Week of October 31 – Broccoli Crowns, Cabbage, Romanesco

NC Farm to School Team



NCDACS Marketing Division:
Beather Barnes, beather.barnes@ncagr.org
Tanya Plummer, tanya.plummer@ncagr.org

NCDACS Food Distribution Division:
Gary Gay, gary.gay@ncagr.org
Ted Foglietta, ted.foglietta@ncagr.org

Steve Treloar, Commissioner of Agriculture

NC Department of Agriculture & Consumer Services

NATIONAL FARM to SCHOOL MONTH



National Farm to School Month

October has been declared National Farm to School month. According to the National Farm to School Network, this passage of House Resolution 1655 "demonstrates the growing importance and role of Farm to School programs as a means to improve child nutrition, support local economies and educate children about the origins of food".

NCDACS has been involved in Farm to School since 1997 and last year sold just under one million dollars worth of produce through the program. Seventy-eight school districts (1,618 schools) were served by the program in 2010-11.

On the website (www.ncfarmtoschool.org) you will find resources to help schools plan Farm to School Month celebrations. There are press releases, a PowerPoint, fact sheet, suggested activities and links to resources and lesson plans.

The NC Farm to School Cooperative, formed by the farmers that supply produce for the program, has contributed prize money for the schools with the best promotion of the program during October. To enter, schools should send pictures or portfolios detailing how they celebrated Farm to School Month. For more details, visit <http://www.ncfarmtoschool.com/html/promotions/12month.htm>. Entries are due by November 15.

www.ncfarmtoschool.com



NC Farm to School



ncfarmtoschool.com



NC Farm to School



ncfarmtoschool.com

Background

- 1997 as partnership with Department of Defense
- Strawberries; Red and Golden Delicious apples
- NCDA & CS runs program solo
- National School Lunch Program

NC Farm to School



ncfarmtoschool.com

Process

Planning

Competitive Bid

NC-ECOS

Markets contacts co-op members

Food Distribution Picks up

Food Distribution Delivers



NC Farm to School



ncfarmtoschool.com

Delivery

- Site on School property
- Another Distributor





Future Goals

- Expand the number of weeks offered
- Increase number fruits/vegetables offered
- Increase value-added products offered
- Increase value of crops sold by NC farmers
- Increase participation



Barriers

- GAP (Good Agricultural Practices) – Market Driven
- Transportation costs - NCDA
- Transportation costs – school districts
- School Infrastructure – refrigeration space, equipment, staff, etc.
- Cost of Fresh Produce versus canned/frozen

NC Farm to School



ncfarmtoschool.com



Questions?